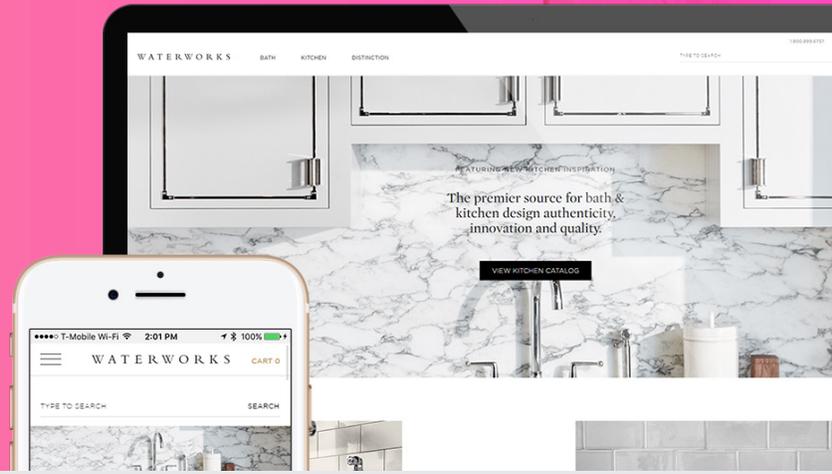


# Pixafy Enables WaterWorks to Develop an Upgraded Website with Magento Solutions



## TECHNOLOGY USED

Magento

## PIXAFY SERVICES USED

UI/UX, CMS capabilities with Landofcoder PageBuilder plugin, Custom deployment model

## DESIGN

UI/UX, Custom Pixafy Design

WaterWorks is a premier global retailer for high-end kitchen and bathroom plumbing fixtures and accessories. With products like faucets, surfaces, bathtubs, washstands, vanities, lighting, barware, cabinetry and hardware available, WaterWorks delivers impeccable style and artisanal-quality craftsmanship to elevate kitchen and bathroom design worldwide.

### WaterWorks, Pixafy and Magento: Upgrading website design

When WaterWorks came to Pixafy, they were in the market for fresh custom front-end web design. They realized they were losing potential clients with poor web design. As a design company, they needed to display their sophisticated style at the first point of contact. The site suffered from significant UI/UX and performance issues, which were having a detrimental effect on their sophisticated brand identity. As such, WaterWorks needed a major website overhaul and Pixafy stepped in to help.

Using Magento best practices, we started with a thorough site audit of WaterWorks' existing environment, infrastructure and plugins. Utilizing the Landofcoder PageBuilder plugin for custom landing pages and enhanced CMS capabilities, Pixafy was able to make successful web design implementation possible. As the leading ecommerce platform, Magento solutions were able to help WaterWorks realize the technical goals of their new site.

### Implementing deployments with zero downtime

For this particular website redesign, WaterWorks presented a challenge for Pixafy to overcome: They wanted to deploy all updates to the site overnight when their traffic levels are at their lowest. To meet WaterWorks' needs and still deploy during business hours with full team support, we developed a brand-new deployment model. The solution enabled us to push new updates to the site with zero downtime, allowing us to handle deployment with the best practices possible.

By the time the project was completed, WaterWorks had a revamped site that worked at sophisticated speeds and with enhanced capabilities. We further applied the same design and feature upgrades to their UK site, enabling an improved global online presence.

Pixafy's work on the WaterWorks site helped match the company's online journey to the exquisite quality of the products and design services they offer. The company was able to distinguish its online presence through a website with pages that load in under three seconds - an impressive benchmark that exceeds most industry standards.

Pixafy enabled WaterWorks to develop a site that looks great and works even better. Beyond helping WaterWorks implement their new site with high speeds and quality performance, this project also highlights Pixafy's flexibility when it comes to working with our clients. We're an agency dedicated to helping our clients succeed, and the new deployment model was one step in making that happen. Our collaboration with WaterWorks empowered the company to achieve the standard necessary to maintain a superior global web presence.

